

# Map Markets More Quickly and Thoroughly with SourceScrub

Market mapping is key to thoroughly evaluating a category, refining investment theses, and spotting ideal acquisition targets. But innovative market landscapes are constantly evolving, with companies on the up-and-up emerging daily, providing either your or your competition opportunities for expansion and disruption. It is vital to understand the ever-shifting market and the emerging players.

Stop relying solely on analyst reports, Google search, and spreadsheets to build market maps. You'll see more possibilities and win more deals when you use the latest data and technology to rapidly identify, prioritize, and segment every company in your target markets.

 **50%**

of M&A teams use data technology to quickly map and segment markets

SourceScrub clients see an average

 **2X**

improvement in category research

## See the Entire Universe of Private Companies

Instantly surface private and bootstrapped companies within a given market for a complete view of all the relevant players, making it easy to spot potential targets and proprietary opportunities long before the competition.

## Accurately Segment Companies Across Sectors

Go beyond SIC codes and other rigid industry classifiers when you leverage the latest algorithms to more flexibly and accurately categorize companies based on their complete range of markets and activities.

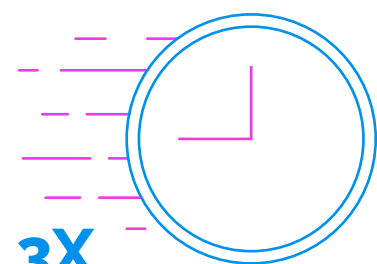
## Stay on Top of Target Industries

Use automated notifications to track all the companies you identify and know every time a new player is added to an industry list or participates in key trade shows.

## The SourceScrub Difference

"There's no way I could have done this with any other tool besides SourceScrub. Even if I'd had more time, it wouldn't have mattered...the map would have been much smaller and far less accurate because I wouldn't have known that half the companies on there existed."

— Charles Shannon, Corporate Development Expert

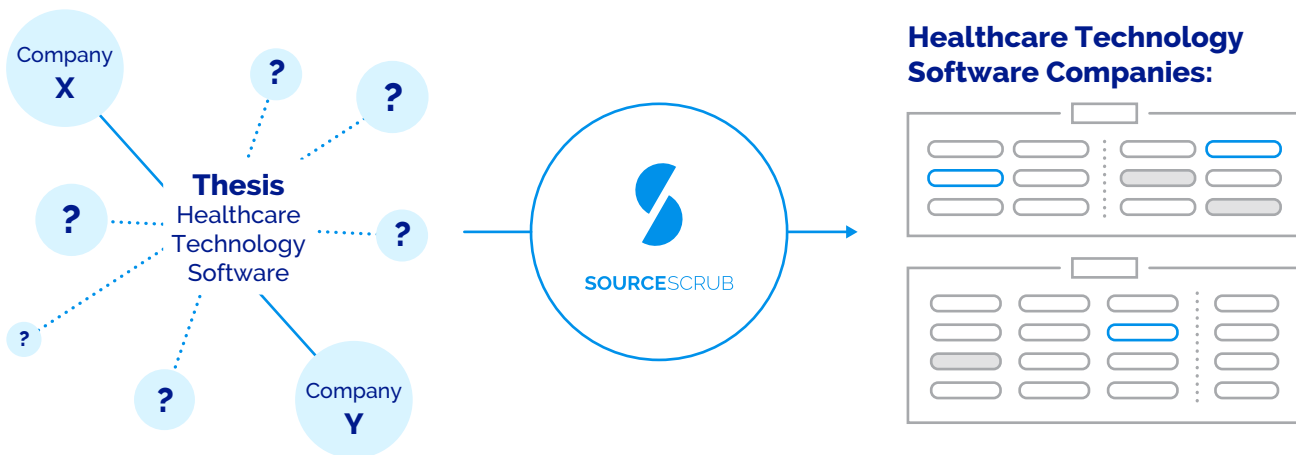


**3X**

time savings using SourceScrub to create a comprehensive market map

# SourceScrub's Market Mapping Solution

SourceScrub's private company deal sourcing platform enables M&A teams to accurately understand specific sectors, develop complete, proprietary market views, and identify opportunities faster than the competition.



## How It Works

### Research & Discover

- Search and filter 140K+ scrubbed and cross-indexed Source lists from industry events, product roundups, buyer's guides, and more to quickly find companies in specific markets
- See every player, including private bootstrapped companies, with access to more than 14 million deeply profiled companies
- Lean on SourceScrub's on-demand research services for list research and data requests

### Understand & Segment

- Precisely map companies with SourceScrub's Profile+ data quality standard, which offers at least 7 profile and data categories
- Choose from 9 data signal categories, including ownership and growth intent, to better understand companies' trajectory and potential
- Accelerate the mapping process and enable more granular segmentation with SourceScrub's Similar Companies and proprietary AI-driven industry categorization

### Monitor & Connect

- Create custom scoring with DIY data science solutions to rank and monitor targets as they evolve to meet your firm's investment criteria
- Track target companies and mark them for follow-up using SourceScrub's tagging and notification functionality or two-way CRM integration
- Keep market maps up to date and fuel your domain expertise with SourceScrub's news and signal alerts for opportunities and competitors

**"SourceScrub has made market mapping and sourcing investment targets more efficient. I'm able to do my job much more quickly and thoroughly."**

— Small Business Diversified Financial Services Company